101034

FORM D

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549





NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, SECTION 4(6), AND/OR UNIFORM LIMITED OFFERING EXEMPTION

SEC USE ONLY									
Prefix		Serial							
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DA	TE RECEIV	ED							
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ng Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506 Section 4(6	ULOE PROCECCE
e of Filing: New Filing Amendment	ULOE PROCESSED
A. BASIC IDENTIFICATION DATA	AUG 09 2005 >-
Enter the information requested about the issuer	Wos on P
ne of Issuer (check if this is an amendment and name has changed, and indicate change.)	FINANCIAL
ance Corporation	- w #b
ress of Executive Offices (Number and Street, City, State, Zip Code)	Telephone Number (Including Area Code)
35 Eastgate Mall, Suite 350, San Diego, CA 92121	(858) 202-2800
Iress of Principal Business Operations (Number and Street, City, State, Zip Code) lifferent from Executive Offices)	Telephone Number (Including Area Code)
ef Description of Business	
veloping digital rights management technology components and providing information seage of multimedia content.	ervices related to transmission, reception, or
e of Business Organization corporation limited partnership, already formed business trust limited partnership, to be formed	please specify):
NERAL INSTRUCTIONS	
o Must File: All issuers making an offering of securities in reliance on an exemption under Regulation D (6).	or Section 4(6), 17 CFR 230.501 et seq. or 15 U.S.C.
en To File: A notice must be filed no later than 15 days after the first sale of securities in the offering Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the address given the it is due, on the date it was mailed by United States registered or certified mail to that address.	
ere To File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C. 2	0549.
pies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be manual tocopies of the manually signed copy or bear typed or printed signatures.	lly signed. Any copies not manually signed must be
prmation Required: A new filing must contain all information requested. Amendments need only reported, the information requested in Part C, and any material changes from the information previously supplied with the SEC.	
ng Fee: There is no federal filing fee.	
te: s notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for OE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the to be, or have been made. If a state requires the payment of a fee as a precondition to the claim f ompany this form. This notice shall be filed in the appropriate states in accordance with state law	Securities Administrator in each state where sales or the exemption, a fee in the proper amount shall
notice and must be completed.	

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

1 of 9

SEC 1972 (6-02)

2. Enter the information re	quested for the	followir		ENII	FICATION DATA			15	
			ias been organized w	ithin 1	the past five years;				
Each beneficial ow.	ner having the po	ower to	vote or dispose, or di	rect th	e vote or disposition	of, 10	% or more o	f a clas	s of equity securities of the issue
Each executive off	icer and director	of corp	orate issuers and of	corpo	rate general and mar	aging	partners of	partne	ership issuers; and
Each general and n	nanaging partner	of part	nership issuers.						
Theck Box(es) that Apply:	Promoter		Beneficial Owner	Ø	Executive Officer	7	Director		General and/or Managing Partner
ull Name (Last name first, i Saslow, Steven A.	f individual)				• • • • • • • • • • • • • • • • • • • •	- 1 -10			
Business or Residence Addre c/o Verance Corporation,					, CA 92121				
Check Box(es) that Apply:	Promoter		Beneficial Owner	Z	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i Petrocco, F. Mario	f individual)	· ·							
Business or Residence Addre	ss (Number at	nd Stree	t, City, State, Zip Co	ode)					
/o Verance Corporation,					CA 92121				
Check Box(es) that Apply:	Promoter		Beneficial Owner		Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i Williams, Christopher	f individual)					. == = .			
Business or Residence Addre	ss (Number a	nd Stree	t, City, State, Zip Co	ode)					
o Verance Corporation,	4435 Eastgat	e Mall,	Suite 350, San D	iego,	CA 92121				
Check Box(es) that Apply:	Promoter		Beneficial Owner	<u> </u>	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i	f individual)								
Winograd, Joseph M.									
Business or Residence Addre	•		t, City, State, Zip Co						
c/o Verance Corporation	, 4435 Eastga	te Mal	, Suite 350, San [Diego	, CA 92121				
Check Box(es) that Apply:	Promoter		Beneficial Owner	V	Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i Geller, Harold	f individual)								
Business or Residence Addre	`		t, City, State, Zip Co	,					
c/o Verance Corporation,			, Suite 350, San D	Diego	, CA 92121				
Theck Box(es) that Apply:	Promoter		Beneficial Owner		Executive Officer	Ø	Director		General and/or Managing Partner
full Name (Last name first, i Friedman, Clifford H.	f individual)								
Business or Residence Addre c/o Verance Corporation			et, City, State, Zip Co I, Suite 350, San I		, CA 92121				
Theck Box(es) that Apply:	Promoter		Beneficial Owner		Executive Officer		Director		General and/or Managing Partner
Full Name (Last name first, i	f individual)								
Business or Residence Addre c/o Verance Corporation,			et, City, State, Zip Co , Suite 350, San D		, CA 92121				
1	(Use t	olank sh	eet, or copy and use	addit	ional copies of this s	heet,	as necessary	·)	

A. BASIC IDENTIFICATION DATA 2. Enter the information requested for the following: Each promoter of the issuer, if the issuer has been organized within the past five years; Each beneficial owner having the power to vote or dispose, or direct the vote or disposition of, 10% or more of a class of equity securities of the issuer; Each executive officer and director of corporate issuers and of corporate general and managing partners of partnership issuers; and Each general and managing partner of partnership issuers. Check Box(es) that Apply: Promoter ☐ Beneficial Owner ☐ Executive Officer □ Director ☐ General and/or Full Name (Last name first, if individual) Green, Stephen L. Business or Residence Address (Number and Street, City, State, Zip Code) c/o Verance Corporation, 4435 Eastgate Mall, Suite 350, San Diego, CA 92121 Check Box(es) that Apply: Promoter Beneficial Owner ☐ Executive Officer General and/or Director Full Name (Last name first, if individual) Holden, Christopher H. Business or Residence Address (Number and Street, City, State, Zip Code) c/o Verance Corporation, 4435 Eastgate Mall, Suite 350, San Diego, CA 92121 ☐ Beneficial Owner ☐ Executive Officer □ Director General and/or Full Name (Last name first, if individual) Wright, Mark K. Business or Residence Address (Number and Street, City, State, Zip Code) c/o Verance Corporation, 4435 Eastgate Mall, Suite 350, San Diego, CA 92121 Beneficial Owner Check Box(es) that Apply: Promoter Executive Officer ☐ Director General and/or Full Name (Last name first, if individual) Constellation Ventures Business or Residence Address (Number and Street, City, State, Zip Code) 383 Madison Avenue, New York, NY 10179 Check Box(es) that Apply: Promoter Beneficial Owner ☐ Executive Officer ☐ Director ☐ General and/or Full Name (Last name first, if individual) Canaan Partners Business or Residence Address (Number and Street, City, State, Zip Code) 105 Rowayton Ave., Rowayton, CT 06853 Check Box(es) that Apply: Promoter Beneficial Owner ☐ Executive Officer ☐ Director General and/or Full Name (Last name first, if individual) Blue Chip Venture Company Business or Residence Address (Number and Street, City, State, Zip Code) 250 East 5th Street, 1100 Chiquita Center, Cincinnati, Ohio 45202 Check Box(es) that Apply: Promoter ☐ Director Beneficial Owner Executive Officer ☐ General and/or Full Name (Last name first, if individual) **Digital Generation Systems** Business or Residence Address (Number and Street, City, State, Zip Code) 750 W. John Carpenter Freeway, Suite 700, Irving, TX 75039

2	P. INFORMATION ABOUT OFFERING												
	Has the	issuer sold	or does th	ne issmer ir	itend to se	ll to non-a	ccredited i	nvestors in	this offeri	no?		Yes	No •
	1143 1110	155401 5014	, 01 0005 11			Appendix,				_		ليسكا	
2.	What is	the minimu	ım investm			• -		-				\$_ ¹⁰⁰	,000.00
												Yes	No
3.	Does the offering permit joint ownership of a single unit? Enter the information requested for each person who has been or will be paid or given, directly or indirectly,										X		
4.		e informati sion or simi											
		on to be list, list the na											
		or dealer,								crated pers	ons or such		
		Last name f Company,		vidual)					<u> </u>				
<u> </u>		Residence A		umber and	Street, Ci	ity, State, Z	Cip Code)					-	
45	Milk Stre	et, Boston,	MA 0210	9	-								
Nar	ne of Ass	ociated Bro	oker or Dea	aler									
 	tes in Wh	ich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers	, ,					·
	(Check	"All States"	or check	individual	States)			.,,,				☑ Al	States
	AL	AK	ΑZ	ĀR	CA	CO	CT	DE	DC	FL	GA	HĪ	ID
	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO
	MT	NE	NV	NH	NJ	NM	NY	NC NC	ND	OH	OK.	OR	PA
	RI	SC	SD	TN	TX	UT	VT	VA	WA	[WV]	WI	WY	PR
Ful	l Name (Last name f	irst, if indi	vidual)									
Bus	siness or	Residence	Address (N	Number an	d Street, C	City, State, 2	Zip Code)						
									_				
Nai	me of Ass	sociated Bro	oker or De	aler									
Sta	tes in Wh	ich Person	Listed Has	Solicited	or Intends	to Solicit	Purchasers	1			·		
	(Check	"All States"	" or check	individual	States)				•••••			☐ Al	l States
	AL	AK	AZ	AR	CA	CO	CT	DE	DC	FL	GA	HI	ID
	IL	IN	IA	KS	KY	LA	ME	MD	MA	MI	MN	MS	MO
	MT RI	NE SC	NV SD	NH TN	NJ TX	NM UT	NY VT	NC VA	ND WA	OH WV	OK WI	OR WY	PA PR
					<u> </u>			<u> </u>	<u> </u>				
Ful	ll Name (Last name t	first, if indi	ividual)									
Bus	siness or	Residence	Address (?	Number an	d Street, C	City, State,	Zip Code)			·			
Nai	me of As	sociated Br	oker or De	aler									
1													
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)										1 States			
	(Cneck			maividuai				_	_	_		AI	l States
	AL	AK	AZ	AR	CA	CO	CT ME	DE	DC	FL	GA	HI	ID MO
	IL MT	NE	IA NV	KS NH	KY NJ	LA NM	ME NY	MD NC	MA ND	MI OH	MN OK	MS OR	MO PA
	RI	SC	SD	TN	TX	UT	VT	VA	WA	WV	WI	$\overline{\overline{\mathrm{WY}}}$	PR

(Use blank sheet, or copy and use additional copies of this sheet, as necessary.)

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS

1. Enter the aggregate offering price of securities included in this offering and the total amount already

	Type of Security	Aggregate Offering Price	Amount Already Sold
	Debt	\$	\$
	Equity	\$_5,000,000.00	
	Common Preferred		
	Convertible Securities (including warrants)	\$ 3,550,079.40	3,550,079.40
	Partnership Interests	\$	\$
	Other (Specify)		
	Total	\$ 8,550,079.40	\$ 8,550,079.40
	Answer also in Appendix, Column 3, if filing under ULOE.		
•	Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero."	:	Aggregate
		Number Investors	Dollar Amount of Purchases
	Accredited Investors	2	\$_8,550,079.40
	Non-accredited Investors		\$
	Total (for filings under Rule 504 only)		
	Answer also in Appendix, Column 4, if filing under ULOE.		
	If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated, in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C — Question 1.		
	Type of Offering	Type of Security	Dollar Amount Sold
	Rule 505		\$
	Regulation A		
	Rule 504		\$
	Total		§ 0.00
	a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the insurer The information may be given as subject to future contingencies. If the amount of an expenditure i not known, furnish an estimate and check the box to the left of the estimate.		
	Transfer Agent's Fees] \$
	Printing and Engraving Costs] \$
	Legal Fees		\$ 25,000.00
	Accounting Fees] \$
	Engineering Fees] \$
	Sales Commissions (specify finders' fees separately)] \$
	Other Expenses (identify) Placement Fees and Expenses		
	Total		343,712.57 s

C. OFFERING PRICE, NU	MBER OF INVESTORS, EXPENSES AND USE C	F PROCEEDS	
b. Enter the difference between the aggregate off and total expenses furnished in response to Part C – proceeds to the issuer."		oss	\$8,206,366.83
Indicate below the amount of the adjusted gross p each of the purposes shown. If the amount for a check the box to the left of the estimate. The total proceeds to the issuer set forth in response to Pa	any purpose is not known, furnish an estimate a of the payments listed must equal the adjusted gr	and	
		Payments to Officers, Directors, & Affiliates	Payments to Others
Salaries and fees		🔲 \$. 🗆 \$
Purchase of real estate		🔲 \$	\$
Purchase, rental or leasing and installation of m	achinery		
and equipment			
Construction or leasing of plant buildings and fa		🔲 \$	
Acquisition of other businesses (including the v offering that may be used in exchange for the as			
issuer pursuant to a merger)	sets of securities of another	🔲 \$. 🗆 \$
Repayment of indebtedness		\$	
Working capital			✓ \$ 8,206,366.83
Other (specify):			
		🔲 💲	\$
Column Totals		┌ \$ 0.00	r s 8,206,366.83
		_	_
Total Payments Listed (column totals added)		\[\sum_{\subset}^{\subset}	
	D. FEDERAL SIGNATURE		
The issuer has duly caused this notice to be signed by t signature constitutes an undertaking by the issuer to f the information furnished by the issuer to any non-a	curnish to the U.S. Securities and Exchange Comperedited investor pursuant to paragraph (b)(2)	nmission, upon writte of Rule 502.	
ssuer (Print or Type)	Signature / / /	Date	2
Verance Corporation	J. Malio Ve Morio	Meg 4	1003
Name of Signer (Print or Type)	Title of Signer (Print or Type)		
Mario Petrocco	Senior Vice President and Chief Financial	Officer	
	ATTENTION		
Intentional misstatements or omission	——— ATTENTION ————————————————————————————————————	ions. (See 18 U.S.	.C. 1001.)

	MATERIAL SECTION SECTI	E: STATE SIGNATURE		
1.	Is any party described in 17 CFR 230.262 pre provisions of such rule?	sently subject to any of the disqualification	Yes	No K
	See A	Appendix, Column 5, for state response.		
2.	The undersigned issuer hereby undertakes to fu D (17 CFR 239.500) at such times as required	arnish to any state administrator of any state in which this notice is fill by state law.	led a no	otice on Form
3.	The undersigned issuer hereby undertakes to issuer to offerees.	furnish to the state administrators, upon written request, informati	on furr	nished by the
4.		uer is familiar with the conditions that must be satisfied to be enti- ite in which this notice is filed and understands that the issuer clair- ng that these conditions have been satisfied.		
1	er has read this notification and knows the contest thorized person.	nts to be true and has duly caused this notice to be signed on its behal	f by the	undersigned
	Print or Type)	Signature Date		
Verance	e Corporation	1. Jours Ochoers dleg 4,	20	65
Name (Print or Type)	Title (Print or Type)		
F. Mari	o Petrocco	Senior Vice President and Chief Financial Officer		

Instruction:

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDIX 2 4 3 5 Disqualification Type of security under State ULOE Intend to sell and aggregate (if yes, attach to non-accredited offering price Type of investor and explanation of amount purchased in State offered in state investors in State waiver granted) (Part B-Item 1) (Part C-Item 1) (Part C-Item 2) (Part E-Item 1) Number of Number of Accredited Non-Accredited State Yes No Investors Investors Amount Yes No Amount ΑL ΑK AZAR $\mathsf{C}\mathsf{A}$ CO CT DE DC FLGA HIID IL IN ΙA KS KY LAME MD 0 MA Warrants 1 \$50,000.00 \$0.00 MI MN MS

APPENDIX

1		2	3		5 Disqualification					
	to non-ac	to sell ccredited s in State -ltem 1)	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)					
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No	
МО									TANK T KOMMOND	
MT								-		
NE										
NV								I C La de passage		
NH										
NJ										
NM										
NY										
NC										
ND	Parcantermonate our MT Page Mode at all									
ОН										
ОК									алимент	
OR		Lance control of the								
PA										
RI						!				
SC										
ŞD										
TN										
TX		X	Preferred Stock and Warrants	1	\$8,500,079.40	0	\$0.00		X	
UT									ALL SECTION AND A	
VT										
VA										
WA										
wv								No.		
WI										

APPENDIX

1	Intend to sell to non-accredited investors in State (Part B-Item 1)		Type of security and aggregate offering price offered in state (Part C-Item 1)	4 Type of investor and amount purchased in State (Part C-Item 2)				5 Disqualification under State ULOE (if yes, attach explanation of waiver granted) (Part E-Item 1)	
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No
WY PR									